

Exhibits Booth Participants - Preparing for your Maine Agricultural Trades Show (ATS)

This guide is for those awarded a booth in the auditorium during the ATS

Before the show

- [Please go to the participant services](#) section the webpage for guides, maps, set up/tear down info, etc.
- Please view the interactive map and participant directory on [the show webpage](#) before January.

Set up – Booths standard size is 8-feet deep by 10-feet wide

- You should bring your own signage, display materials, etc.
- Auditorium booth extras: tables, chairs, coverings, electrical, etc. are due several weeks before the show. Requests made after deadline are subject to a venue surcharge, plus the item rental fee.

Promoting your involvement

- Use your online profile link to update your directory and map listing.
- Download optional digital assets from the participant services webpage. The hashtag is #ATS2023

Getting to the show – public parking, no registration, no ticket, or entry fee, wi-fi is available

- There is no participant name badge – you are welcome to bring your own to wear.
- The show is open to the public to attend – there is **no entry fee** for attendees or participants.
- Public parking is available on site and shared by participants and attendees.
- Participants may access auditorium at 8:30 AM – before the show starts. Use the side entrance on the north or south ends; staff will provide admittance.

Arrival and set up, tear down and departure

- **Heavy equipment** – First to load in (north exhibits followed by south). Only use the south airlock access. Set up between 7 and 11 AM Monday. Last to load out (south end first, after other exhibits depart) – exit by 5:30 PM.
- **Other exhibitors** – Last to load in. Arrive for set up between 12 and 3 PM Monday, auditorium closes at 4 PM. You may use the main entrance near the lobby. Load out starts at 3 PM on Thursday. Avoid the main lobby. Use south or north access.
- A color-coded map with designated times and locations is available in the participant services welcome kit.
- Once your vehicle is unloaded/packed– please relocate it to allow for easy traffic flow near the venue.

Giveaways and promos during show

- You are welcome to offer optional promotional giveaways at your booth or table.
- If winners must be present to win, you may ask the info booth attendant to please announce the winner over the auditorium public address system.

Help during the show – Technology, wayfinding, Wi-Fi, etc.

- Shared public Wi-Fi is available at the show.
- Please visit the info booth or ask a staff member in the hallway if you need help troubleshooting issues.

Share your feedback, come meet and mingle at the Listening Post!

- Real Maine invites participants and attendees to join each other daily for a meet and greet at 9 AM, 12 PM and 2 PM. Light refreshments offered.

Future shows – Bookmark the show webpage for key dates and forms

Update December 2022